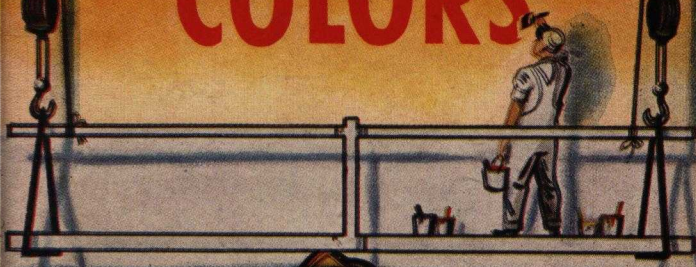


SHERWIN-WILLIAMS

KEM

BULLETIN COLORS



THE SIGN
OF QUALITY



COVER
THE
EARTH

FOR SIGNS
OF QUALITY

SHERWIN-WILLIAMS PAINTS

Cold Weather Painting with Kem Bulletin Colors

Sign paints are called upon to perform under a wider range of weather conditions than perhaps any other type of paint. This is not by choice of the painter, but because advertising schedules may call for showings at any time of the year.

When, as may often happen, the schedules call for painting in the late fall or winter, the weather may be unfavorable towards the best performance of the paints. When at such times it is not possible to paint the signs in a studio, then special care and attention must be paid to the painting technique to ensure satisfactory results.

When the proper methods are not followed, various difficulties may follow. Sometimes the heavier body or consistency produced by the low temperatures is not corrected. The brushing qualities are destroyed, the paint does not spread well, and heavy, uneven films are deposited. Drying is then delayed, or surface drying occurs, which may result in wrinkled or marred films, low gloss, and frequently excessive dirt collection, followed by reduced weathering qualities. Premature loss of gloss and even "washing" may ensue.

We should like to point out that in cold weather, painting should not begin in the morning until any dew or frost has left the surface. Also, painting should cease early enough in the afternoon to permit the paint to set up before the evening dews strike the film.

Rain, sleet, or frost on the metal obviously means that priming must be delayed until the surface is dry. However, on days when there is no precipitation, the important relation between the tempera-

ture of the metal and the relative humidity of the surrounding air is often overlooked.

TEMPERATURES 60° F. or above: No special reducer generally required but if necessary, reduce to good brushing consistency with mineral spirits, turpentine or S-W Exolvent.

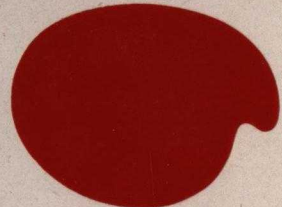
TEMPERATURES 40°-60° F.: Add $\frac{1}{4}$ -pint Kem Cold Weather Reducer (Y66V9) to the gallon. If further reduction is necessary for good brushing consistency, thin with mineral spirits, turpentine or S-W Exolvent.

TEMPERATURES 20°-40° F.: Add $\frac{1}{2}$ -pint of Kem Cold Weather Reducer (Y66V9) to the gallon. If further reduction is required, thin with mineral spirits, turpentine or S-W Exolvent.

TEMPERATURES BELOW 20° F.: It is extremely hazardous to paint copy at temperatures below 20° F. However, if painting cannot be deferred until more favorable weather conditions prevail, the addition of $\frac{1}{2}$ -pint Kem Cold Weather Reducer (Y66V9) and whatever further thinning with mineral spirits, turpentine or S-W Exolvent is necessary to ease brushing, will be helpful.



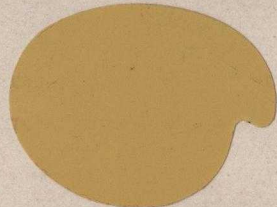
SHERWIN-WILLIAMS KEM BULLETIN COLORS



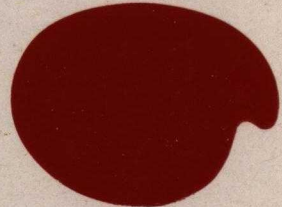
★ Light Red No. 2
(C 20 R 3)



★ Light Yellow No. 35
(C 20 Y 2)



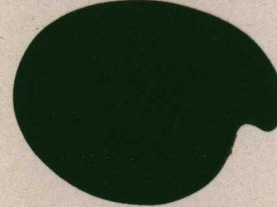
Ivory
(C 20 H 2)



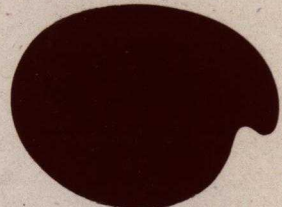
★ Bright Red No. 40
(C 20 R 1)



★ Lemon Yellow No. 37
(C 20 Y 4)



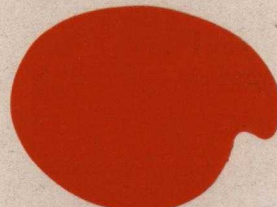
★ Light Green No. 17
(C 20 G 4)



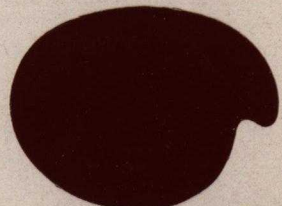
★ Maroon Red No. 3
(C 20 M 1)



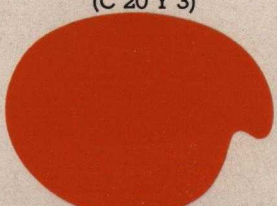
★ Med. Chrome Yellow
No. 38
(C 20 Y 3)



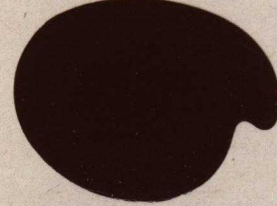
★ Orange Mineral No. 13
(C 20 B 2)



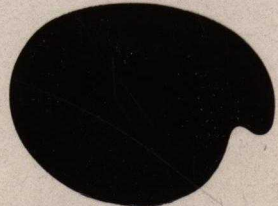
★ Tuscan Red No. 18
(C 20 R 2)



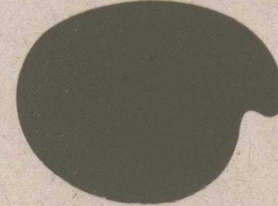
★ Med. Orange No. 42
(C 20 E 1)



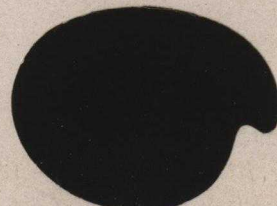
★ Medium Brown No. 6
(C 20 N 1)



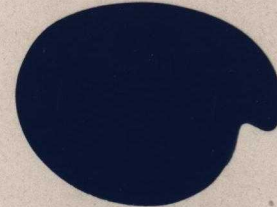
★ Dark Brown No. 92
(C 20 N 3)



★ Gray No. 46
(C 20 A 4)



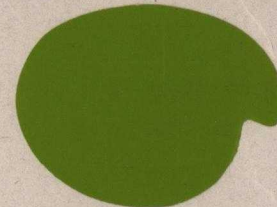
★ Dark Gray No. 5
(C 20 A 2)



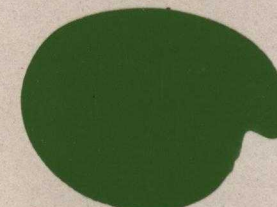
★ Light Blue No. 22
(C 20 L 5)



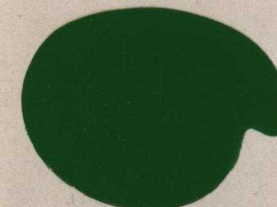
★ Dark Blue No. 7
(C 20 L 1)



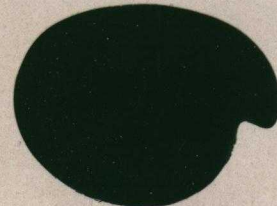
★ Light Green No. 11
(C 20 G 6)



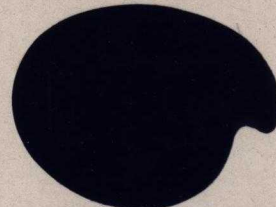
★ Pale Green No. 93
(C 20 G 1)



★ Emerald Green No. 91
(C 20 G 7)



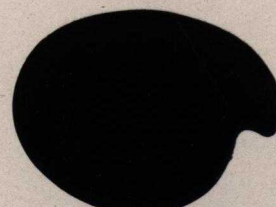
★ Medium Green No. 12
(C 20 G 3)



★ Brilliant Blue No. 21
(C 20 L 2)



★ Medium Blue No. 20
(C 20 L 3)



★ Dark Blue No. 7 1/2
(C 20 L 4)



Dark Chrome Green
(C 20 G 5)

- ★ Better gloss retention with color brilliance that commands attention.
- ★ Exceptional opacity and coverage provide greater economy.
- ★ Easier working qualities, freedom from brush marking.
- ★ Quick set-to-touch eliminating dust and mildew.
- ★ Freedom from "wash" of fresh paint due to sudden rains.
- ★ Colors that defy smoke, fumes and weathering.
- ★ Dependable uniformity of quality.

—ALSO—
WHITE C20W1
BLACK C20B1

KEM BULLETIN FINISHES ARE COMPATIBLE – EACH DEPENDENT ON THE OTHER FOR PRIME PERFORMANCE

Galvanized Iron Primer

S-W Bulletin Board Galvanized Iron Primer (E61A5) is especially formulated to give the necessary adhesion to displays constructed of Galvanized Iron. The primer should be allowed full drying time of 18 to 24 hours. This is then followed by an intermediate coat of Fast-Dry Blocking-Out Color before applying the background color.

Bulletin Board Galvanized Iron Primer (E61A5) is supplied in one and five gallon packages.

Blocking-Out Colors

S-W Fast-Dry Blocking-Out White (F24W1) is high in opacity and dries to a hard film with a dull sheen, presenting an excellent surface for repainting. Filled in quarts, and one and five gallon packages. Fast-Dry Blocking-Out White (F24W1) requires only 60 to 90 minutes drying period (depending on at-

mospheric conditions) before application of the background Kem Bulletin Color, permitting the sign painter to stay on the job, avoiding expensive delays and interruption of painting schedules.

Fast-Dry Blocking-Out White (F24W1) may be tinted to a light gray by adding KEM BULLETIN BLACK, where increased hiding power is desired over old copy where extremely sharp contrasting colors have been used.

Poster Panel Medium Green

Sherwin-Williams Poster Panel Greens are available in one gallon and 5 gallon pails and in 50 gallon drums. This green is especially formulated to give better appearance, longer life and greater resistance to the action of poster paste. Exceptional covering and opacity mean further economy to the Poster Plant Operator. See Color Card CC339.

Facts About Color You Should Know

In order to obtain maximum legibility from a distance in painted bulletins, wall signs or other display advertising media, there are certain facts about color combinations which should be considered.

While the chart shown below does not include every possible color combination, it does indicate the relative legibility of these particular combinations based on some very comprehensive tests. The ratings indicated below represent the opinions of experts who are recognized as authorities on the subject of Color and Color Values.

It reveals that Black letters on a Yellow background can be read from the greatest distance. While it appears that Value Contrast (the degree of darkness or lightness of a color) is important,

the Chroma (degree of dullness or intensity of a color) is also a contributing factor.

It is also interesting to note that in the same color combination, whenever a light color forms the background, the copy in a dark color is more legible from a distance than when the colors are reversed.

Rating Copy on Background

- | | |
|--------------------|-------------------|
| 1. Black on Yellow | 7. White on Green |
| 2. Black on White | 8. Green on White |
| 3. Yellow on Black | 9. Red on White |
| 4. White on Black | 10. White on Red |
| 5. Blue on White | 11. Red on Green |
| 6. White on Blue | 12. Green on Red |

THE SIGN OF QUALITY—FOR SIGNS OF QUALITY

KEM BULLETIN COLORS provide the plant operator, sign painter and the advertiser with the truly modern medium for executing outdoor painted displays and wall signs. To secure the best possible results, follow closely these recommendations and observe carefully the directions that appear on the package.

Previously Painted Surfaces



A—Blocking Out Old Copy: Apply over the entire surface a medium, uniform brush coat of Fast-Dry Blocking-Out White (F 24 W 1) reduced 25% with Exolvent reducer or turpentine. Allow to dry from 60 to 90 minutes (depending on atmospheric conditions) before application of the background Kem Bulletin Color.

Blocking-Out White tinted to a Light Gray is especially suitable for use over old copy where sharp contrasting colors have been employed, presenting a surface where the blocking-out colors should have maximum opacity and hiding power.

NOTE: In very obstinate cases of bleeding reds, we suggest as a sealer 4-lb. cut shellac reduced 50% with alcohol, or a coat of Aluminum Paint No. 29.

B—Kem Background Coats: Generally, one coat of Kem Bulletin Color will give satisfactory opacity. White and some of the tints may require an additional coat under certain conditions. Where one coat only is intended, the material should be used as received or if required, a small addition of thinner may

Sherwin-Williams Outdoor Advertising Bulletin Painting Schedule

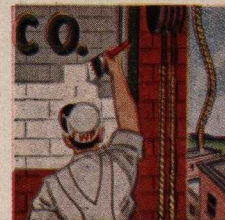
be added. Where two coats are to be used, the first coat should be reduced with one pint of turpentine or Exolvent reducer to the gallon of Kem Bulletin Color and the second coat applied as directed for one-coat work.

C—Kem Copy Color Application: Kem Bulletin Colors when used over the background coat or "spotted on" should be applied as received, or if required, a small addition of turpentine or Exolvent reducer may be used, not to exceed ½-pint to the gallon. Kem Bulletin Colors set to touch in 3 to 6 hrs. and dry to recoat in 24 hours under normal temperature and humidity conditions. Thin, uniform films give the best results. Heavy coats involve the danger of surface drying and possibility of wrinkling. It is possible to shade with Oil Colors but we do not advise wide departure from the Standard Kem Bulletin Colors since the use of substantial quantities of Oil Colors for tinting purposes would change the character of the product. If painting at sub normal temperatures, consult directions on Kem Cold Weather Painting.



New or Stripped Painted Surfaces

D—Surface Cleaning Procedures: 1. Bare Galvanized Iron should be given a thorough



cleaning with one of the approved chemical washes.

2. Bare Galvanneal Metal while a zinc-coated sheet steel, generally gives satisfactory results if its surface is carefully wiped with solvent naphtha. Best results will be attained through the use of a chemical wash

treatment prior to priming.

3. Sheet Steel requires no special cleaning other than to wipe the surface free from dirt, grease and foreign matter, using a solvent such as naphtha. In addition, be sure to remove all evidence of rust by sanding to a uniform bright surface.

E—Priming After Proper Cleaning: 1. Bare Galvanized Iron requires the use of a special galvanized iron primer that will provide the maximum bond to the metal. After having thoroughly prepared the surface, apply a well-brushed-out coat of Bulletin Board Galvanized Iron Primer (E 61 A 5) reduced 25% with Exolvent or turpentine, allowing this to air dry at least 18 to 24 hours. Apply an intermediate coat of Fast-Dry Blocking-Out White (F24W1) before applying background color to reduce possibility of "blistering." 2. Bare Galvanneal Metal and Sheet Steel under average conditions require no special primer. The

prime coat should be Kem Bulletin White, (F20W1) reduced one (1) pint turpentine or Exolvent reducer to the gallon. Apply a uniform, medium coat and allow at least 18 to 24 hours for drying.

3. Unglazed Brick and New Wood surfaces possess the characteristic of greater absorption so it is recommended that one (1) pint of raw linseed oil and Exolvent reducer or turpentine be added to a gallon of Kem Bulletin White (F20W1) and that this mixture be used as the priming coat, allowing 18 to 24 hours drying before recoating.

4. Glass, because of its non-porous and very smooth nature, offers very little "tooth." To secure better adhesion, Kem Sign Finishing Clear (V20V3) in a thin, uniform coat is recommended as the primer under the Kem Bulletin Color, allowing the clear primer to air dry at least 24 hours before application of the background colors. Proceed with application of background coats (b), copy colors (c), etc.

THE SHERWIN-WILLIAMS CO. also presents to the trade a complete line of preparatory materials and products kindred to the sign painting craft, including Showcard Colors, Sign-writers Quick Drying (Japan) Colors, Reducers, Poster Boards, Sign Muslin, etc., as well as the correct Brushes and other equipment necessary.



A COLOR and FINISH
for every
DISPLAY ADVERTISING NEED



A COMPLETE SERVICE

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for the

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